The American Horticultural Society is proud to present

2020 COMMUNITY EVENTS AT RIVER FARM

SPRING GARDEN MARKET  
April 17 & 18, 10 a.m.–4 p.m.

FALL FESTIVAL  
November 1, 10 a.m.–2 p.m.

We invite the community to celebrate spring and fall at River Farm, a historic, 25-acre property overlooking the Potomac River. The Spring Garden Market (SGM) draws over 2,000 people each year for two days to shop for plants, garden art, and more from over 30 garden-related retail vendors. The Fall Festival offers a day of fun family-friendly activities, children’s crafts, and a chance to enjoy our gardens aglow in autumn color.

COMBINED SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR $7,500
- Four one-year individual memberships to the AHS
- A total of 15 parking passes for each event
- 15% River Farm rental fee discount for corporate events
- Opportunity for Gold Sponsor booth location at each event
- Logo recognition on SGM postcard that is delivered to about 10,000 local residents
- Opportunity for on-site materials display or raffle items at Welcome Tent at each event
- Social media posts across multiple platforms with links to the sponsor’s site(s)
- Recognition printed on event maps
- Recognition as Gold Sponsor on sponsor signage at each event

SILVER SPONSOR $5,000
- Two one-year individual memberships to the AHS
- A total of 12 parking passes for each event
- 15% River Farm rental fee discount for corporate events
- Opportunity for Silver Sponsor booth location at each event
- Logo recognition on SGM postcard that is delivered to about 10,000 local residents
- Opportunity for on-site materials display or raffle items at Welcome Tent at each event
- Social media posts across multiple platforms with links to the sponsor’s site(s)
- Recognition printed on event maps
- Recognition as Silver Sponsor on sponsor signage at each event

BRONZE SPONSOR $3,500
- One one-year individual membership to the AHS
- A total of 8 parking passes for each event
- 10% River Farm rental fee discount for corporate events
- Opportunity for Bronze Sponsor booth location at each event
- Logo recognition on SGM postcard that is delivered to about 10,000 local residents
- Opportunity for on-site materials display or raffle items at Welcome Tent at each event
- Social media posts across multiple platforms with links to the sponsor’s site(s)
- Recognition printed on event maps
- Recognition as Bronze Sponsor on sponsor signage at each event

BENEFACTOR SPONSOR $1,500
- A total of 5 parking passes for each event
- Opportunity for Benefactor Sponsor booth display at the Spring Garden Market
- Name Recognition on SGM postcard that is delivered to about 10,000 local residents
- Opportunity for on-site materials display or raffle items at Welcome Tent at each event
- Social media posts across multiple platforms with links to the sponsor’s site(s)
- Recognition printed on event maps
- Recognition on sponsor signage at each event
- This level can be fulfilled at a maximum of $500 in-kind (mutually agreed upon)

SPRING GARDEN MARKET ONLY Sponsorships

PATRON OF THE SPRING GARDEN MARKET $500
- A total of 2 parking passes for the event
- Recognition printed on event map
- Recognition on sponsor signage
- This level can be fulfilled at a maximum of $250 in-kind (mutually agreed upon)

FRIEND OF THE SPRING GARDEN MARKET $250
- This level can be fulfilled as gift-in-kind (mutually agreed upon)
- Recognition printed on event map

www.ahsgardening.org
SPONSORSHIP AGREEMENT

We would like to make the following commitment of support to the AHS’s 2020 Community Events:
- Gold Sponsor $7,500
- Silver Sponsor $5,000
- Bronze Sponsor $3,500
- Benefactor Sponsor $1,500
- Patron of the Spring Garden Market $500
- Friend of the Spring Garden Market $250
- Other $___________

We would like to make an in-kind donation valued at $___________. (Must be mutually agreed upon.)

Please list items: ___________________________________________________________________
________________________________________________________________________________

Responses received by February 24, 2020, will be included in printed marketing materials as appropriate. All sponsors will be recognized on the AHS website. Please e-mail a high-res and low-res copy of your logo image to development@ahsgardening.org.

In the space below, please indicate how your sponsor name should appear for recognition:
________________________________________________________________________________

SPONSOR CONTACT INFORMATION

Contact name __________________________________ Title__________________________________
Phone _______________________________ E-mail _______________________________________
Address __________________________________ City __________________ State ____ Zip code ______

PAYMENT INFORMATION

☐ Check enclosed (made payable to AHS)
☐ Credit card (Visa, MC, AmEx or Discover) Amount to be charged: $___________________

Account number ___________________________ CSV __________________ Expiration date _____________
Name on card (print) ___________________________ Signature _________________________________

The American Horticultural Society is a 501(c)(3) non-profit organization. Donations are tax-deductible. Tax ID 53-0226408

Please return this completed form to:
2020 Community Events Sponsorship
American Horticultural Society
7931 East Boulevard Drive
Alexandria, VA 22308

You may also scan and e-mail to development@ahsgardening.org or fax to (703) 768-8700.

For more information about the American Horticultural Society, visit www.ahsgardening.org or call (703) 768-5700 ext. 127.